

business VOICE

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The Importance of Planning Ahead for Small Businesses



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the big picture

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s modern professionals and entrepreneurs, we operate 24 hours a day, seven days a week, ready at a moment's notice to troubleshoot an issue, respond to a change in the market and take advantage of new opportunities. All of these everyday tasks and leadership duties, however, are guided by a larger vision – your strategic plan, your business goals. Business planning can play a substantial role in a company's success. As the old adage goes, "People don't plan to fail, they fail to plan."

You know how to budget, conduct a market analysis of upcoming opportunities and challenges, and can communicate with your team to effectively steer your mission. But there are frequent changes to laws and regulatory issues that can affect your business, and there are always things to consider to maximize your time, efficiency and team capabilities. Should you invest in a company retreat? Is it worth investing your business' social media efforts? Should you consider changing your employees' health insurance policy?

This month, we take a look at some ideas, things to know, and issues to watch as you embark on business planning for 2016. You'll notice at the end of each section is a short blurb entitled, "How the Metro Chamber can help." That's why we're here. At the local, state and federal levels, the Metro Chamber is on the ground to protect its members against harmful policies and stand up for legislation that will create opportunities and jobs. We also provide you with benefits that help you save money and maximize your bottom line and give you more opportunities for visibility in the marketplace. Our job is to keep you informed and at the top of your game so you can focus on doing business, creating jobs and increasing Southern Nevada's strength in the global economy.

Your business success is a result of hard work, strategic planning and relationships in the community. Thank you for making the Metro Chamber a part of your business plan.

"Our job is to keep you informed and at the top of your game so you can focus on doing business, creating jobs and increasing Southern Nevada's strength in the global economy."



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The Business Voice (USPS #717-970) is published by The Las Vegas Metro Chamber of Commerce, 575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV
POSTMASTER:
Send address changes to:
The Las Vegas Metro Chamber of Commerce,
575 Symphony Park Ave., Ste. 100
Las Vegas, NV 89106

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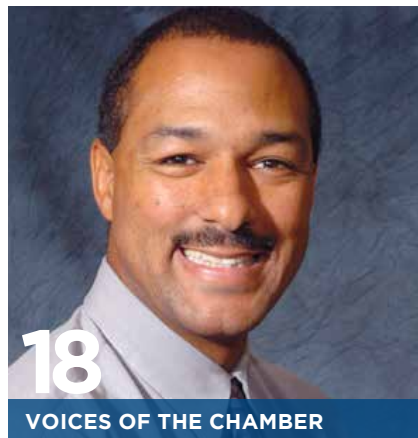
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The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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chamber news

metro chamber's business expo – thousands of opportunities to grow your business

What better way to welcome the summer than with thousands of new business-building opportunities? Business Expo, the Metro Chamber's signature annual trade show and networking event, is Wednesday, June 10, from 11:00 a.m. – 5:00 p.m. at Cashman Center. This "pop-up community" event is an excellent opportunity to see what's new in the Las Vegas marketplace from more than 100 exhibitors, as well as mingle with nearly 2,000 attendees, access Metro Chamber member benefits, sample signature dishes from some of Las Vegas' most popular eateries, meet one-on-one with procurement representatives in the Procurement Lounge, visit with various government agencies and entities on Resource Road, and access show-only giveaways and specials from exhibitors. Tickets are just \$10 and can be purchased online at LVChamber.com or at the door.

refer a new member and save \$100 on your next renewal!

Now is the time to look up contacts, colleagues, friends and service providers! The Metro Chamber is offering a \$100 credit towards any member's annual renewal amount for referring a new member who joins the Metro Chamber. Members receive an additional \$100 savings each time they refer a business that signs up at any level, up to the value of their membership, and are credited on the referring member's next annual renewal. For more information and details on the renewal credit, contact the Metro Chamber membership team at 702.641.5822.

connect to new contacts at carmine's

Experience warm Italian hospitality and cuisine at Business After Hours at Carmine's inside the Forum Shops at Caesars Palace on Thursday, June 25. The Vegas outpost of New York City's famed family-style Italian staple is a high-energy, fun backdrop for building new business connections with fellow Metro Chamber members. During this network-expanding event, guests will sample some of Carmine's signature Italian cuisine, sip cocktails and enjoy the private dining space of the 27,000-square-foot facility. For more information or to RSVP, visit LVChamber.com or call 702.641.5822.



metro chamber to introduce new merchant services benefit

With the changes to EMV chip technology and regulations, the Metro Chamber wants to make sure its members are prepared with the latest and most cost efficient tools and technology. Launching June 10, at Business Expo, will be a brand-new merchant services benefit available exclusively to Metro Chamber members, provided by Cornerstone Merchant Services. Discounted processing fees, as well as eligibility to receive brand-new EMV and Apple Pay-compliant credit card processing machines, are available through this new program. For more information, contact the Metro Chamber or stop by Cornerstone Merchant Services' booth on Benefit Blvd. at Business Expo.

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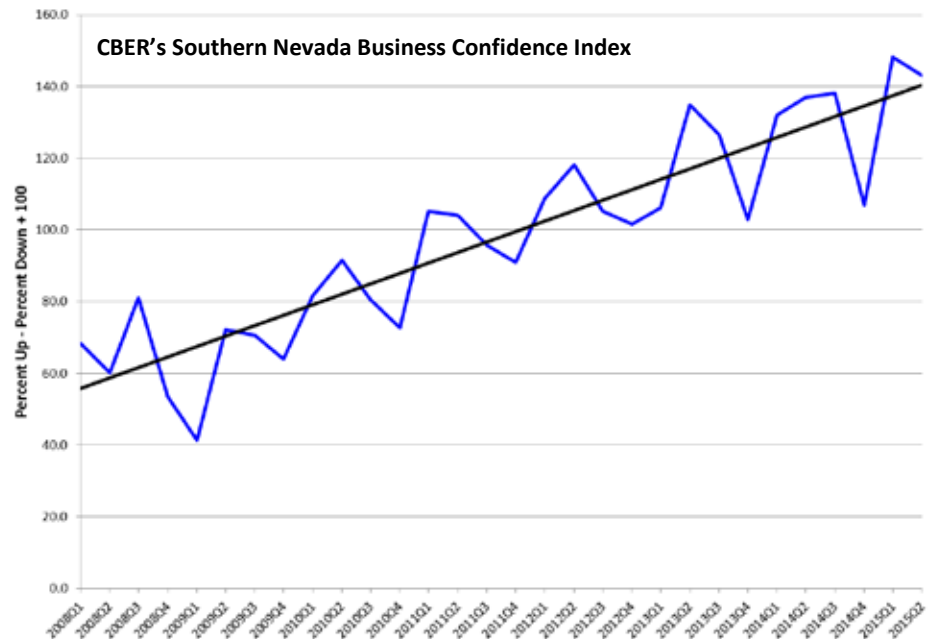


news you need



u.s. congresswoman dina titus to host national symposium on aviation leadership

Explore the future role of aviation in the U.S. economy at the National Symposium on Aviation Leadership Sunday, June 7 - Monday, June 8, hosted by United States Congresswoman Dina Titus. The conference will bring together a diverse group of national aviation and aerospace leaders with federal officials to discuss the importance of these industries to the economy. Keynote speaker Michael P. Huerta, FAA Administrator, will be joined by government officials, industry experts and corporate CEOs to address a variety of topics, including Original Equipment Manufacturing, Aviation Tourism and Unmanned Systems. For more information and to register, visit titus.house.gov/aviation.



southern nevada business confidence remains high

According to UNLV's Center for Business and Economic Research (CBER), business confidence is high. The Southern Nevada Business Confidence Index, although falling from 148.2 to 143.0 for second quarter 2015, is the second highest since the index's creation. Year over year, the index improved (second quarter 2014's number was 137.0). CBER also reported an optimistic tone to general economic conditions, with 48.3 percent of respondents expecting an improvement in the local economy over the U.S. economy. The index also reported improved expectations for capital expenditures and hiring, as well as optimism in regards to sales and profits. For more information on the index and CBER, visit cber.unlv.edu.

small business administration hubzone program updated to reflect new census

The Small Business Administration's Historically Underutilized Business Zones (HUBZone) program helps small businesses in urban and rural communities gain access to federal procurement opportunities and limit competition when seeking these types of contracts. The HUBZone maps were recently updated to reflect the new Qualified Census Tracts information which became effective on January 1, 2015. Qualified HUBZones can change throughout the year, and the maps have been recently updated, with some areas now including additional HUBZones. For more information on HUBZones or to subscribe to the HUBZone newsletter for updates, visit sba.gov.

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GOVERNMENT AFFAIRS AND PUBLIC POLICY



government affairs updates at a glance

COCKTAILS & CONVERSATIONS

Cocktails & Conversations is the Metro Chamber's newest event designed to give members an opportunity to engage directly with Nevada's elected leaders in a relaxed social setting. Members can meet with Nevada's elected leaders and engage with them on the issues that matter most to their businesses, as well as topics impacting the business community. The event serves as a fundraiser for the BizPAC, the Metro Chamber's Political Action Committee, with 100 percent of contributions going towards advocacy efforts on behalf of your business. The first event is coming soon, so be sure to look in your inbox for a special invitation in the coming weeks. For more information on BizPAC or Cocktails & Conversations, visit LVChamber.com or contact Maisie Rodolico at 702.586.3846 or mrodolico@lvchamber.com.

COMING SOON: END OF SESSION REPORT

The Las Vegas Metro Chamber of Commerce will soon release its legislative summary report. This piece summarizes each of the bills on which the Metro Chamber testified or took a position, and provides an "at a glance" recap of the 2015 legislative session from the voice of business in Southern Nevada. It also identifies bills that fell under the Southern Nevada Forum priorities, as well as the Metro Chamber's areas of priority identified at the beginning of the legislative session.

Once the summary is released, members can request a copy by calling the Metro Chamber at 702.641.5822 or access the report online at LVChamber.com.

POLICY COMMITTEE UPDATE

The Metro Chamber's policy committees will ramp up again in the coming weeks. With the legislative session's end, there will be plenty to discuss on a myriad of topics covered by the policy committees, including K-12 education, higher education, infrastructure, health care and more. Keep up-to-date with upcoming policy committee meetings by checking the weekly Metro Chamber email and events calendar at LVChamber.com.

from the mayor

NOT IN OUR BACKYARD

BY MAYOR CAROLYN GOODMAN

Forty-one million – that is the number of tourists who visited Las Vegas, Nevada, last year. As the lifeblood of our economy, tourism and the convention business account for over \$60 billion in economic impact annually with 31 percent of our 2.1 million residents being employed in the hospitality and leisure industry. Yet unbelievably, our government in Washington thinks that this industry and our community should be put at major risk as a result of transporting ***what they purport to be low-level*** radioactive/nuclear waste across the 2,000 miles of this country from Oakridge, Tennessee, to what is euphemistically referred to as the National Nuclear Security Site, just 80 miles from Las Vegas.

These transports journey through communities in the nation whose infrastructures are well-known to be rated at the dangerously low D+ level by highly renowned associations of engineers and scientific professionals. Bridges have not been reinforced in decades, railroad tracks are faulty and roads are beyond needing repair and replacement. No matter the transport vehicle used, the cargo travels on challenged routes.

Which state, which city, which community, which town is next on the list for an accident, spill, or catastrophe? For sure, it should NOT be OURS! Are we idiotic enough not to demand truthful answers from the Department of Energy (DOE) as to which routes, which days, which hours and how often are these transports planned so we can at least be alerted to and somewhat prepared for potential disastrous incidents? The *government* has repeatedly advised that ***no one will be told anything!***

The silence is a tacit admission of arrogance because the government has a history of being disingenuous with Las Vegas. Look back to the days of atomic bomb testing. The government told us that atomic testing, which began in 1951 at the adjacent Nevada Test Site, was absolutely safe, safe for workers, safe to be viewed, and safe to neighboring states. If you were exposed to any fallout, a simple shower would clean you.

Las Vegas and neighboring state residents were mollified by government assurances that there was *no problem*. Yet resultant increases in cancers including leukemia, lymphoma, thyroid cancer, breast cancer, melanomas, bone cancer, brain tumors and gastrointestinal tract cancers from 1950 through the 1980's, were evident despite those *assurances*.

So what are the REAL long-term results of a transport accident of waste that has not been deactivated? God forbid, *what about a terrorist attack?* And what happens if and when the low-level is replaced by medium to high-level transports? Are we to be believers again?



Beside the immediate effects of a disaster, what about our ground water, earth movements and air flow from west to east? Is the government ready to warranty these *honestly* as being safe?

In 2011, President Barack Obama stripped this project of funding with the endorsement and support of Nevada Senior U.S. Senator Harry Reid. The President stood resolute urging a focus on research and development to store, deactivate, neutralize and repurpose waste contaminants on site at the 61 nuclear power plants operating in 30 different states. Now what?

Some few might argue the risk is worth the reward - accept the waste even though we are not prepared to address the potential downsides. And who is to pay Nevada? Congress? DOE? Hardly... they can't agree to fund deteriorated bridges, the rail system, the weakened highways and roads!

your scene



business power
luncheon:
the new
vegas media
landscape



Panelists representing the new ownership of the Valley's media outlets gave insight into the latest perspectives on media in Southern Nevada and what it means for local news coverage and the business community. Panelists included Jennifer Dahl, West Coast Regional News Director for Sinclair (owner of KSNV Channel 3); Mark Neerman, News Director for KSNV Channel 3; Sean McLaughlin, Vice President of News for E.W. Scripps Co. (owner of KTNV Channel 13); Michael Hengel, Editor of the *Las Vegas Review-Journal*; and Emily Neilson, President & General Manager of KLAS Channel 8.

newsfeed
breakfast



The latest NewsFeed breakfast, a partnership between the Metro Chamber and the *Las Vegas Review-Journal*, featured a group of expert panelists on the emerging unmanned aerial systems industry, and how drone technology is poised to become a game-changer for nearly every business and industry, as well as some of the hurdles the technology faces. Moderated by *Review-Journal* Senior Editorial Writer Glenn Cook, the panelists were Jon Daniels, President of Praxis Aerospace Concepts International; Richard Jost, Director with Fennemore Craig Jones Vargas; Greg Friesmuth, Founder and CEO of SkyWorks Aerial Systems; and Mario Mairena, Senior Government Relations Manager for the Association for Unmanned Aerial Vehicle Systems International. (Photos by Jeff Scheid/*Las Vegas Review-Journal*)

you're seen



eggs & issues
featuring u.s.
congresswoman
dina titus



U.S. Congresswoman Dina Titus, representing Nevada's First District, gave remarks about important federal issues before Congress, and participated in a meet-and-greet immediately following the breakfast.



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THE IMPORTANCE OF **PLANNING** **AHEAD** FOR **SMALL BUSINESSES**

2016 IS A BLANK SLATE.

Although business owners wish they had a crystal ball to foresee future trends, market conditions and the state of their business, the best way to stay ahead of the game and ready for the unexpected is to have a solid business plan in place. For many, it's that time of year to evaluate strengths and opportunities, reprioritize goals, take a scrutinizing look at budgets and think about what they want to accomplish in 2016.

Part of that planning process should include the basics: budgeting, hiring and employment decisions, insurance, determining costs of doing business, goals, and adjusting current business plans to account for foreseeable changes to doing business. Before you take ink to paper – or keyboard to budget software – here are a few additional reminders to take into account, things to consider, and helpful tips and tricks for planning a productive and profitable 2016.

MAXIMIZING YOUR BUDGET

Most business planning involves creating, changing and adhering to a business budget. A good budget can help manage costs, determine realistic revenue goals and give you a barometer on whether or not your business is reaching its objectives. The U.S. Small Business Administration advises business owners to revisit their budgets regularly and update it based on performance, expenses and other variables that can occur.

Using trends, previous year financial information and industry information can help you with creating an intuitive budget and keep you on track for the coming year. If your goal next year is to hire additional people, you'll need to budget now for salaries, benefits and other considerations. If you're rebranding, you'll need to take into account any printing and signage costs, as well as expenses to potentially trademark your new logo, and any PR or launch advertising to promote the new branding. The bottom line is to account for any expense or cost associated with achieving your business goals. Likewise, knowing your industry and any coming changes that may impact it will help you plan better for changes in your current budget and help account for periods of increased – or decreased – activity.

Staying fluid and flexible with your budgets, as well as regularly appraising and updating them to reflect changes, updates and market fluctuations, is key to a well-balanced financial strategy for your upcoming year.

How the Metro Chamber can help:

The Metro Chamber's new suite of cost-savings benefits helps you with everyday business expenses, like shipping, office supplies, computer hardware, business Internet, email communication tools and credit card processing. Use the Chamber's ROI calculator at LVChamber.com to see where you can free up some of your hard-earned dollars to put back into your business growth.

STAYING COMPLIANT WITH EMPLOYMENT LAW

With potential changes to employment regulations and law happening frequently, it can be difficult to be sure you have the latest information. One of the most significant impacts may come from the potential increase of minimum wage in the state, says Dora Lane, partner at Holland & Hart. Nevada's minimum wage system is tiered, and depends on health benefits provided to the employees. The increase has the potential to impact everything from employers' benefit structures to pricing. She cautions that to stay compliant and apprised of the changes as they apply to a particular business, it is important to consult your attorney or business planning professional.

Also with the potential to significantly impact businesses are the updated exemptions to the Fair Labor Standards Act, which sets standards for the basic minimum wage and overtime pay and affects most private and public employment. These exemptions, pertaining to minimum wage, overtime pay and child labor provisions, have the potential to change annually and could substantially affect a number of employers.

Lane also recommends employers become familiar with the National Labor Relations Board (NLRB) and its involvement in employment matters, or have a discussion with their attorney or business planning professional to be sure they are compliant on a number of employer policy rules and regulations overseen by the Board, including wages, working conditions and a number of other policies that may fall under the NLRB's authority, including some confidentiality agreements, use of logos and trademarks, protected speech, at-will employment clauses and others.

Calder Huntington, an associate with Holland & Hart, recommends an approach of "getting it right from the beginning," in terms of employment agreements and materials. Ensuring that onboarding documents, such as non-solicitation and non-compete agreements, confidentiality agreements, offer letters and employment handbooks meet all required rules and regulations can help minimize potential risk to a business. By reviewing these materials on a consistent basis – and having initial materials reviewed by a professional – a business owner could avoid fines, lawsuits and other ramifications that could seriously damage their business. Now is a great time to take a look at your employment materials and conduct a review and refresh of them.

How the Metro Chamber can help:

Through the Metro Chamber's business directory, you can find a myriad of local law practices, business and financial planners to help you navigate through the complex world of employment regulations. Visit LVChamber.com to browse the directory.

KEEPING UP AND STAYING AHEAD OF THE INSURANCE INDUSTRY

The insurance industry has dramatically changed, and so has the scope of business and employer-provided benefits. Currently, small groups are defined as 2-50 lives in a group. In 2016, that number will shift to 2-99 lives in a group, meaning that employers with 51-99 lives in their group will now be subject to adjusted community rating, which pools policyholders into a single risk pool and charges them the same premium, regardless of health, gender or other factors. In fact, premium rate calculations for small businesses now only include age, family size, geographic area and tobacco use; prior to 2014, these factors also included gender, industry, weight, health status, claims history and more. This may impact employers sooner rather than later, as open enrollment for 2016 starts November 1, 2015 and runs through January 31, 2016.

Because of the ever-changing scope of insurance and benefits in the United States, it is recommended that you consult your insurance professional or Chamber Insurance & Benefits as you plan your benefits package for 2016.

How the Metro Chamber can help:

Chamber Insurance & Benefits offers a variety of health plans to fit small and large groups. Small and medium groups can take advantage of a brand new product from Prominence Health Plans (see page 32) and Anthem Balanced Funding. Large groups can take part in the Chamber Group Captive, an exclusive turnkey insurance solution with premium cost savings and benefit flexibility. Visit ChamberIB.com.

TO OUTSOURCE OR NOT TO OUTSOURCE?

Business owners undertake several roles for an organization – marketing, sales, finance, human resources, PR, customer service and more. While you're budgeting your revenues and expenses for next year, you might want to consider a quick time budgeting exercise to see if it would be more cost efficient for you to outsource some of those time-consuming tasks to which you don't

HOW
ARE YOU
GETTING
READY FOR
2016?

have time to dedicate, or hire an employee to do so. The decision to outsource is driven by expense and utilization, says Cornelius Eason, managing partner of HR Business Partner. Determining what services may be best left to experts – social media, human resources and your website, for example – can be done by weighing internal strengths, capabilities and bandwidth against the cost of outsourcing and taking those services and features out of your direct control.

How the Metro Chamber can help:

Through new benefits designed to help business owners, such as email and marketing services through Constant Contact and mobile-friendly website conversion through bMobilized, Metro Chamber members can gain easy and cost-efficient access to tools that help them get business done. If you decide to outsource some of your services, a great place to start for a service provider is the Metro Chamber's member directory at LVChamber.com.

DEVELOPING EMPLOYEES TO THE TOP OF THEIR GAME

While a trend of placing a greater emphasis on the hiring and onboarding process is prevailing in the marketplace, according to Eason, employee retention strategies in providing development and educational opportunities are also seeing gains in popularity. In fact, a 2014 study by the Brandon Hall Group found that one-third of companies are increasing their budget for learning and development. While it may not be prudent to have several employees in a classroom setting for long periods of time, an increase in online classes, especially those that are mobile-friendly, have become more cost-efficient and specialized to different businesses and industries. Development opportunities have never been more fluid or schedule-friendly.

How the Metro Chamber can help:

Through the Metro Chamber Foundation, educational opportunities such as the Leadership Las Vegas, Leadership Advance and Focus Las Vegas programs are offered for professionals at all stages of their leadership journey. For more information, visit leadership.vegas or call 702.641.5822.

CONNECTING EMPLOYEES THROUGH RETREATS

Any size business can undertake a company retreat, which can accomplish a number of objectives, including building long-term vision statements, strategic planning and ironing out ongoing issues within an organization. "The value of the retreat comes in that incubation, in that incremental socialization," explains Andre Carrier, president and chief operating officer of Eureka Casinos, who has overseen infrastructure developments in the Mesquite property that cater to company retreats. The

company plans and facilitates retreats throughout the year for all size companies, nonprofit organizations and the education sector. He says in planning a retreat, it's important to have the end game in mind. When objectives are defined at the beginning of the planning process, it helps the company realize not only return on investment but ensures that the company gets value out of the exercise. Carrier also encourages a focus on content. Whether it is a third-party facilitator, outdoor activities, physical challenges, videos or other exercises to foster teamwork, conversation and bonding, it's important to communicate what's expected of the participants, especially if they haven't yet attended a retreat. The third and final piece of a productive and meaningful retreat is documenting the plan and the results so each participant emerges from the retreat with clear objectives, next steps and a vision for the company's goals in mind.

How the Metro Chamber can help:

Consult the Metro Chamber member directory for listings of accommodations, facilitators and providers to help make your company retreat successful. Visit LVChamber.com to get started.

YOUR METRO CHAMBER INVESTMENT IN 2016

The Metro Chamber, with thousands of members representing nearly every industry in Nevada, has a captive business audience. While budgeting and thinking of your business objectives for 2015, be sure to think of the Metro Chamber for enhanced marketing and exposure opportunities:

- Sponsorship of Metro Chamber events and programs
- Exhibit space at Preview Las Vegas and Business Expo, the Metro Chamber's largest events
- Advertising opportunities in the *Business Voice* and on LVChamber.com
- Event participation and table purchases at Business Power Luncheons, Eggs & Issues, NewsFeed breakfasts and more
- Marketing packages, which give you a combination of sponsorship, advertising, table purchases and more to help you reach your marketing goals

For more information on any of these opportunities or other ways to get brand visibility in the marketplace, call 702.641.5822.

voices of the metro chamber

CREATING COMMUNITY AWARENESS THROUGH LEADERSHIP ADVANCE

Through Leadership Advance, I quickly realized just how much goes on day-to-day to keep our valley operational, as well as how local businesses and government work closely to provide a safe and thriving community – while being capable of adapting to a constantly changing landscape. The program provides its participants with a “backstage pass” to core infrastructure services and encourages us to ask the guest speakers candid questions in an open forum. Each day includes a facilitated session in which we dig deeper into that day’s focus. We share experiences and it’s during that time that I have grown and obtained some key takeaways that I have brought back not only to the workplace, but to my home life as well.

Until we actually walk in someone else’s shoes it can be difficult to have empathy and appreciation for the challenges and work done by that other person or organization. Leadership Advance gives you that opportunity to “walk in someone else’s shoes,” and gain insight on different people and perspectives. It creates more empathy and understanding – and those can be the key to our community leaders finding solutions to our Valley’s most challenging issues.

As an employee of NV Energy, we have a key responsibility “to keep the lights on.” During the kickoff Advance session, it was quickly pointed out by my teammates that accountability was high on my list of attributes of a successful leader. I didn’t realize how much weight I put on a person being accountable, but in many of our small group breakout sessions it was usually the first trait that came to mind. I think accountability sums up so much of a person’s personality that as a key strength, it speaks volumes to their commitment, trustworthiness and overall character. Entering the 23rd year of my career, I can say that NV Energy and its employees do that. We have core principles that include safety, stewardship, community involvement, environmental respect, customer service and regulatory integrity. I know that my values, aligning with my organization’s, have made me more aware of my leadership styles and strengths and given me the ability to hone in on them in my day-to-day work. Leadership Advance helped me realize these strengths and the weight I place on them.

Being a leader is not only reflected in your title but more so modeled in your behavior and commitment to achieve success through teamwork and effort. We all have opportunities to lead in some facet of our lives and the duty is on us to make the most of those opportunities. I hope my legacy is that I cared about others and positively impacted the community in which I lived.



Eugene Outley,
*Leadership Advance
Class of 2015*

NV Energy

As I get older, the importance of keeping relationships and having opportunities to form new ones continues to increase. The relationships I have formed during the past year through Leadership Advance have forever changed me. To be able to establish rapport with other civic-minded individuals who are driven to bring about positive changes in the community is a privilege that I do not take for granted. Like the classes before us, we plan to meet, share and grow with a relentless commitment to improving our communities.

LEGISLATIVE REVIEW

The Legislative Review breakfast, one of *Nevada Business Magazine's* 2015 Business First series, will bring together legislative leaders in a panel discussion with a question and answer session. Sponsored by Bank of Nevada and Holland and Hart and LP Insurance Services, the Business First breakfast series brings leaders together to address topics decision-makers find vital to running their companies.

The Legislative Review will provide an update of what happened this session in Carson City and how businesses will be impacted. A recap of the event will appear in the August issue of *Nevada Business Magazine*, but in order to have your questions answered, directly from the source, you'll need to attend.

Don't miss this opportunity.

Reserve your seat today. RSVPs close on July 7, 2015.

**TUESDAY,
JULY 14TH**

**7:30 am - 9:30 am
Orleans Hotel & Casino**

Cost \$22 each

*Cost includes: Breakfast, Seminar
Event and a one-year subscription
to Nevada Business Magazine
(\$44 value).*



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what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **JUNE**

june chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

5:30 – 7:00 p.m.
See website for details on locations.

Tuesday, June 2
Tuesday, June 16

how to register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

2

TUESDAY, JUNE 2 **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

10:45 a.m. - Noon

Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100

\$54 every six months. Guests always complimentary.

8

MONDAY, JUNE 8 **VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

Great communication skills are keys to success. VYP has created a Toastmasters group for all members and their guests to help learn these key speaking, presentation and leadership skills.

6:00 - 8:00 p.m.

Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100

Complimentary for guests

\$60 to join, \$36 every six months.

Presenting Sponsors: Chamber Health Options, Cox Communications, UnitedHealthcare and Wells Fargo

10

WEDNESDAY, JUNE 10 **BUSINESS EXPO 2015**

Don't miss one of the best business-building events of the year! Business Expo is the Metro Chamber's signature annual trade show and networking event. With more than 100 exhibit booths and about 2,000 attendees, you'll have the opportunity to make new contacts and business connections, sample food from some of Las Vegas' most popular eateries, discover new benefits and cost-savings from the Metro Chamber, meet one-on-one with procurement representatives at the Procurement Lounge and keep your business up-to-date with government agencies and entities on Resource Road. Exhibitor booths also available exclusively to Metro Chamber members.

11:00 a.m. – 5:00 p.m.

Cashman Center
850 Las Vegas Blvd.

\$10 per ticket

Platinum Sponsors: Chamber Health Options,
Cox Communications and Wells Fargo

Gold Sponsors: CenturyLink, KNPR Nevada Public Radio,
Las Vegas Review-Journal, Nevada Drug Card, Nevada State Bank, Republic Services, Southwest Gas, Sunrise Health System, .Vegas and Vegas PBS

16

TUESDAY, JUNE 16 **CHAMBER VOICES TOASTMASTERS**

See June 2

00 - CHAMBER EVENT

00 - VYP EVENT



18

THURSDAY, JUNE 18

VEGAS YOUNG PROFESSIONALS FUSION MIXER

Connect with the most outstanding intra- and entrepreneurs in Las Vegas. Vegas Young Professionals is your platform to build your circle of influence.

6:00 – 8:00 p.m.

**Double Barrel Roadhouse
Monte Carlo**

3770 Las Vegas Blvd.

Online: \$10 for members, \$15 for non-members

At the door: \$15 for members, \$20 for non-members

Presenting Sponsors: Chamber Health Options, Cox Communications, UnitedHealthcare and Wells Fargo.

18

THURSDAY, JUNE 18

**LEADERSHIP ADVANCE CLASS OF 2015
GRADUATION CEREMONY**

Congratulate the Leadership Advance Class of 2015 as they graduate from this prestigious leadership-building and community-enriching program.

6:00 – 7:00 p.m. Reception

7:00 – 8:00 p.m. Dinner & Program

Green Valley Ranch Resort, Spa & Casino

2300 Paseo Verde Pkwy.

Complimentary for Leadership Advance 2015 Class Member and one guest

\$50 Attendee, \$400 Table of Eight

Sponsors: Chamber Health Options, Sunrise Health System and Wells Fargo

19

FRIDAY, JUNE 19

**LEADERSHIP LAS VEGAS CLASS OF 2015
GRADUATION GALA**

Join the Las Vegas Metro Chamber Foundation in celebrating the Leadership Las Vegas Class of 2015 as they graduate from the Valley's most prestigious executive development program.

6:00 – 7:00 p.m. Cocktails

7:00 – 8:00 p.m. Dinner & Program

Four Seasons Hotel Las Vegas

3960 Las Vegas Blvd. S.

Complimentary for Leadership Las Vegas 2015 Class Member

\$100 Attendee, \$1,000 Table of Ten

Sponsors: Chamber Health Options, Cox, Goodwill of Southern Nevada, The Howard Hughes Corporation, Las Vegas Review-Journal, MGM Resorts International, Opportunity Village, Sunrise Health System, Cash America SuperPawn, Strategic Telecom Solutions and Wells Fargo

22

TUESDAY, JUNE 22

VYP TOASTMASTERS

See June 8

23

TUESDAY, JUNE 23

OFFICE DEPOT BREAKFAST

This interactive and informative networking event will keep you up-to-date on the latest additions to the Chamber Office Depot program, as well as other benefits of Metro Chamber membership. During the breakfast, you will also meet with other members to help grow your contacts and your business.

7:30 – 8:00 a.m. Registration

8:00 – 9:00 a.m. Program

Office Max

8720 W. Charleston Blvd.

Complimentary for members.

Sponsor: Office Depot

25

THURSDAY, JUNE 25

BUSINESS AFTER HOURS AT CARMINE'S

Say "Buonasera!" to new business relationships at Business After Hours inside Carmine's, the Las Vegas outpost of New York City's famed family-style Italian staple. Enjoy classic Italian bites and cocktails in the private dining area as you mix, mingle and grow your business network.

5:30 – 7:30 p.m.

Carmine's Little Italy

3500 Las Vegas Blvd. S. inside the Forum Shops at Caesars

Complimentary for members and their guest.

Sponsors: Chamber Health Options and Office Depot

in the know

IS YOUR BUSINESS READY FOR THE NEW EMV STANDARDS?

W

What is EMV?

EMV, which stands for Europay, MasterCard and Visa, is a secure microchip technology that will be soon installed in all credit cards in the United States. You may already have a card with an EMV chip in it, or at least have seen one. This EMV chip is embedded in credit cards for the purpose of authenticating legitimate credit card transactions at the point of sale. By using both the magnetic strip and the embedded EMV microchip as a dual authentication method, the technology will alleviate many concerns of credit card and identity theft. Often referred to as “smart cards,” “contactless cards,” and/or “chip cards,” this technology will not only help consumers, but assist credit card accepting merchants to reduce fraudulent credit card transactions and credit card theft.

An EMV-enabled credit or debit card with a microchip is virtually impossible to duplicate. International market migrations to EMV chip cards over the last several years have proven that EMV cards actively help reduce counterfeit fraud. Chip technology heightens security through the use of stronger authentication that reduces the value of stolen data. The use of these authentication methods and unique transaction elements makes EMV account data less attractive to steal because it can't be reused by thieves. As a result, counterfeit fraud is greatly reduced.

Using an EMV card as a customer or being able to accept EMV credit cards as a merchant is NOT required. There is no requirement or fines associated with non-acceptance of EMV cards. However, on October 1, 2015, the Fraud Liability Shift is scheduled to take place. This means that card issuers, banks, credit card companies, and credit card processors will no longer assume the financial risk on legitimate or illegitimate credit card payments. The liability of legitimate transactions, disputes, fraudulent transactions and credit card theft will be passed on to the cardholder who used the credit card **or to the business that accepted the credit card as payment.**

As the U.S. migrates to a contact and contactless EMV-based payment infrastructure, business owners are encouraged to start thinking now about any upgrades they may need to perform with their credit card machines to support the implementation of the EMV chip technologies. Businesses planning to accept chip cards at their merchant locations should consider a number of key factors, including how to proceed and when. This has a lot to do with existing point-of-sale (POS) system capabilities and whether the business owns or leases their equipment.



Merchant POS terminals can have contact and/or contactless chip reading device(s). Some point of sale equipment is already EMV capable, only requiring a simple encrypted EMV card reader attachment.

For a full list of EMV Certified POS credit card machines and systems, visit cornerstonemerchant.com/equipment/credit-card-machines.html. The EMV-capable machines on this page are identified to set them apart from the ones that are not EMV-capable. Business owners are encouraged to research their POS terminals and see if they are at risk of being held liable for fraudulent charges. It could be the difference between being ready or not for the shift on October 1.



By Chuck Ley,
President/CEO,
Cornerstone Merchant
Services Inc.



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(B) Jackie Thompson

Community Affairs & Grassroots Regional Leader - Southwest Airlines

Jackie Thompson is the corporate community affairs & grassroots regional leader for Southwest Airlines. She oversees community outreach for the carrier, focusing on business, leadership and social advocacy. She launched her career at Southwest in 1994 and was one of the first members to join the corporate community affairs team in 2004. Thompson is the immediate past chair of the Arizona Foundation for Women and former chair of the Board of Directors for the Tempe Chamber of Commerce.

(A) David M. Doto, Esq., LL.M.

Director, The Conflict Transformation Institute - CoralBridge Partners, LLC

Following a distinguished career as a litigator and business lawyer, David M. Doto, Esq., LL.M., is a mediator/ conflict professional who provides dispute resolution services for litigated and non-litigated matters, as well as conflict management/de-escalation training in organizations. Moreover, Doto helps organizations design and integrate processes to manage conflict and prevent costly litigation. Doto is an adjunct professor of law at both UNLV and Pepperdine, and trains students, attorneys and other professionals in mediation, mediation advocacy, negotiation and decision-making skills.



(D) Denise C. Mora

Regional Market Manager - America First Credit Union

With more than 25 years of experience in the financial industry, Denise C. Mora is responsible for the executive oversight of the Southern Nevada operation for America First Credit Union. Mora earned a bachelor's degree in business from National American University and is also a graduate of the University of New Mexico Anderson School of Management. She has been awarded the prestigious Rising Star Award from the *Las Vegas Business Press*.

(C) Liz McDuffie

President - Medical Caregivers Institute (MCI)

Liz McDuffie is a postgraduate of the University of Southern California School of Public Administration. Serving as director of the MCI since 2006, Liz teaches California's Medical Marijuana Program (MMP) as part of the California Department of Social Services Continuing Education Program. Her studies include on-site assessments of operational standards and procedures for the distribution of cannabis under the Health Canada and California Medical Marijuana Programs. Liz is a member of the Advisory Board for the National Institute of Health (NIH) grant to Study Cannabis Use Among Young Adults in Los Angeles County.

spotlights

(E) Joshua Miller

President - KeyState Corporate & Captive Management

KeyState provides corporate and captive management services in Nevada and Delaware. Joshua Miller received his BA in Economics and Foreign Affairs from the University of Virginia. He serves on the boards of the Las Vegas Rotary, the Public Education Foundation, the Nevada Taxicab Authority and the Nevada Captive Insurance Association. He is also involved in various other community organizations in Southern Nevada.



(F) Gordon Digby

General Manager/COO - Las Vegas Country Club

Gordon Digby is the general manager and chief operating officer of the Las Vegas Country Club. At the historic Las Vegas Country Club, Digby is in charge of all aspects of the \$9 million dollar operation and its 200+ employees. Gordon is a member of both the PGA of America and the Club Managers Association of America, and holds a B.A. from McDaniel College and M.A. from Webster University.

(G) Victor Fuchs

President - Helix Electric

Victor Fuchs began his electrical contracting career at Helix Electric in 1984, and in 2001 acquired ownership of the Las Vegas division. His community involvement includes Los Vaqueros (a charitable organization), Opportunity Village, Communities in Schools (doing food drives and toy drives), Street Teens, Links for Life, Habitat for Humanity, Candlelighters and YMCA as well as numerous youth teams, 4H clubs and many other charitable organizations.



(H) Greg Lee

President - Eureka Casino Resort

Gregory Lee is President of Rancho Mesquite Casino, LLC, a company that operates the Eureka Casino Resort in Mesquite, Nevada, a company he co-founded with his parents. Lee remains involved in the Lee family business, but focuses his energy on the development, marketing and leadership cultivation of the Mesquite operation. Lee is an active member of the Las Vegas community, serving on the boards of the LVCVA, the UNLV Foundation, Las Vegas Metro Chamber, Problem Gambling Center, the Governor's Advisory Committee for Problem Gambling, the Meadows School, the Bank of America Charitable Foundation, the Nevada Chapter of the Young Presidents Organization and the Harvard Club of Nevada. Lee is a graduate of Harvard College and earned a J.D. from the University of Southern California.

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CHAMBER**
for



wednesday
june 10

business expo 2015

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- SAMPLE food from some of Las Vegas' **most popular** eateries

GOLD SPONSORS:



member news

ABC - PRESIDENT'S CLUB MEMBER



announcements



McDonald Carano Wilson LLP appointed Robert McPeak as a partner at the firm. McPeak's experience will expand the firm's real estate and land use planning practice.



Joseph R. Ganley, a senior litigation partner with **Hutchison & Steffen**, has been elected as a member of the Board of Directors of the non-profit entity, **Safe Nest**.



City National Bank appointed Mariana Johnson as Southern Nevada group manager in its core banking group. Johnson will oversee all of the bank's Southern Nevada branches.

Bruce Morgenstern, MD has been appointed associate dean for clinical affairs and professor of pediatrics at the **Roseman University of Health Sciences College of Medicine**.

Research and analysis firm **Applied Analysis** developed a customized online data portal for the Nevada Governor's Office of Economic Development that provides instant access to key local, state and national economic metrics.

Desert Companion Magazine won Best Signed Editorial or Essay/Consumer and Best Single Editorial Illustration/Consumer at the 64th Annual Western Publishing Association Awards held in Los Angeles.

Chamber Insurance & Benefits welcomed James A. Barrett of **The JABarrett Company** and Scott R. Cook with **Kolesar & Leatham** to its board of managers.

wheeling and dealing

Research and analysis firm **Applied Analysis** reached a unique public-private agreement with the **University of Nevada, Las Vegas** that gives the university's professors, researchers and students access to MyResearcher.com, a powerful real-time data analysis tool.

Commercial Executives Real Estate Services represented a company in the sale of a multi-family property located at 2028 Venus St. The sale is valued at \$185,000.

KMJ Web Design launched a community betterment rate for non-profit organizations.

Matt Bear and Zack Hussain of **CBRE, Inc.** have secured the listing of available space at **The LINQ Promenade**, located at 3535 S. Las Vegas Blvd.

community service

Penn Jillette of Penn & Teller won Celebrity Jeopardy and donated his \$50,000 in winnings to **Opportunity Village**.

Dunkin' Donuts surprised local Las Vegas Mel Daniels with a \$1,000 check in the Scoop Some Cool Coffee Cash giveaway. This surprise was one of 15 throughout the U.S. in April.

Matt Smith Physical Therapy recently completed its fourth annual food drive benefitting **Three Square Food Bank**. The company collected 706 pounds of food, which created 588 meals.

The Library District Foundation received \$2,000 from the Association of Fundraising Professionals for the benefit of the Library District's Southern Nevada Nonprofit Information Center.

Las Vegas schools were awarded more than \$35,000 in grants from **CenturyLink** for the Clarke M. Williams Foundation's Teachers and Technology grant program. For a complete list of schools, visit news.centurylink.com.

Fremont Street Experience presented the Muscular Dystrophy Association and the Firefighters of Southern Nevada a check for \$6,800 from the SlotZilla Charity Challenge.

Make-A-Wish Foundation of Southern Nevada teamed up with **Bishop Gorman High School** to make seven-year-old Thaddeus, who has been diagnosed with leukemia, an honorary Gael for the day. Thaddeus also learned that he will be taking a trip to Walt Disney World.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

congratulations

Caesars Entertainment, Southwest Gas and **Goodwill of Southern Nevada** were recipients of the Las Vegas Association for Talent Development's 2015 Tribute to Learning awards.

Americana Safety, founded in 1996, celebrated its 19-year anniversary. The nationwide safety consulting and expert witness firm is led by Dr. Joseph DeMaria, president and CEO.

Blue Heron Design was awarded Best Of Houzz for Design by Houzz, the leading platform for home remodeling and design.

Vegas PBS won a Telly Award for a public service announcement related to the Corporation for Public Broadcasting's American Graduate initiative and the station's supporting It Pays to Stay campaign.

For the 10th year, **Cox Communications** is included in DiversityInc's Top 50 Companies for Diversity list. The company also ranked #9 on DiversityInc's Top 10 Companies for Diversity Councils.

Shawn Danoski, chief executive officer of **DC Building Group**, announced that lead estimator Charlie Stewart is now one of only 14 certified professional estimators in Nevada.

Dignity Health-St. Rose Dominican Hospital, in collaboration with the **University of Nevada, Las Vegas**, has been awarded \$14,885 from the Patient-Centered Outcomes Research Institute in Washington, D.C. for its Engaging Terminally Ill Patients with Palliative Care project.

Renta-Dress and Tux was awarded Outside the Box Finalist for the 2015 Family Owned Business Awards.

upcoming events

The University of Nevada Cooperative Extension's Nevada Naturalist program is presenting Geo-tourism Explained as part of the 2015 Lecture Series on June 4, featuring chief visionary officer Jacquie Chandler sharing insights from Tahoe's geo-tourism journey and how Southern Nevada can benefit. For more information visit unce.unr.edu.

Express Employment Professionals holds Brand It Blue Day on Saturday, June 13, to help fight hunger. The company's offices from California to North Carolina will join together at local food banks and pantries to help the community. The company also held a food drive for **Three Square Food Bank** in advance of the volunteer day. To volunteer for the event, visit expresspros.com/branditblueday.

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ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



PC SOUTHWEST MEDICAL ASSOCIATES

Southwest Medical Associates celebrated its open house at 10105 Banbury Cross Dr. in Summerlin. Southwest Medical Associates is a proud provider to Medicare and Senior Dimension and is celebrating 30 years. Visit smlv.com.



PC SOLARCITY

SolarCity, with dignitaries, announced its new warehouse location at 2711 E. Craig Rd. in North Las Vegas. SolarCity believes in a better way to power homes and businesses at a lower cost while contributing to a cleaner planet. Call 702.600.8963 or visit solarcity.com.



HAUS OF FINZAK

Haus of FINZAK commemorated its grand opening with friends, customers and family. FINZAK specializes in offering menswear products door to door in Las Vegas, showcasing Haus of FINZAK handmade men's neck ties and accessories. It also specializes in bespoke men's dress shirts. Call 702.461.2899, email hausoffinzak@gmail.com or visit finzak.com.



TULLIO ENVIRONMENTAL SERVICES, LLC

Tullio Environmental Services, LLC (TES) announced its grand opening and ribbon cutting ceremony with friends and Metro Chamber Ambassadors. TES is an environmental consulting firm offering services including asbestos removal, lead and mold inspections, over site, air monitoring, clearances, project design and compliance. Call 303.842.6361.



TOMMY HILFIGER KIDS

Tommy Hilfiger Kids moved to an expanded new location at the Las Vegas North Premium Outlets, Suite 1983. With more in store for little Hilfigers up to size 18, the collection celebrates the essence of "classic American cool." Call 702.477.0132 or visit tommy.com.



RACHEL'S KITCHEN

Rachel's Kitchen celebrated the grand opening of Rachel's Kitchen at the Cleveland Clinic Lou Ruvo Center for Brain Health. This is the second Rachel's Kitchen for franchise owners. For breakfast or lunch, see the café menu at rachelskitchen.com or call 702.722.6814.

SPONSORED BY:



PC - President's Club

\$ - Chamber Member Discount



DYNAMITE GRILL

Dynamite Grill, located at 104050 Decatur Blvd., announced its grand opening with representatives of state dignitaries, friends, family and Metro Chamber representatives. Dynamite Grill is a hibachi and sushi express dine-in and take-out restaurant. Call 702.399.9100 for more information.



PC THE GOLDEN NUGGET LAS VEGAS

The Golden Nugget Las Vegas unveiled its new \$6.5 million, 20,000 sq. ft. conference center, located at 129 E. Fremont St. Joined by dignitaries and Golden Nugget executives, Metro Chamber members were treated to tours and tastings from Cadillac Mexican Kitchen and Tequila Bar and Grotto. Call 702.385.7111 or visit goldennugget.com/lasvegas.



RAY MORGAN COMPANY

Ray Morgan Company, located at 6266 S. Sandhill Rd., formally announced a strategic partnership with Vegas Valley Office Machines, expanding its reach with 20 branch offices in California and Nevada. It is a recognized and trusted office technology solutions provider. Call 702.889.8866 or visit raymorgan.com.



PC MCDONALD'S

McDonald's owner/operators celebrated the reopening of the 6915 Blue Diamond Rd. location. Congressional representatives, Ronald McDonald House Charities representatives, business owners and community members were on hand to celebrate. Call 702.361.2868 or visit mcdonald.com.



HAP-E-DOG NATURAL FOOD & BARKERY

Hap-E-Dog Natural Food & Barkery, located at 10940 S. Eastern Ave. in Henderson, celebrated its 15 years in business and newly expanded location. Joined by Governor Sandoval's representative Rosa Mendez, friends, family, happy customers and Metro Chamber staff and volunteers. Call 702.614.4381 or visit hapedog.net.



BACON BOYS TRUCK

Bacon Boys Truck announced its grand opening with its friends, family and Metro Chamber volunteers. Since its inception, Bacon Boys has been featured at the Great American Foodie Fest and just announced its new location at the Grand Bazaar Shops on the Las Vegas Strip in front of Bally's in May 2015. Call 725.222.6696, check out bacon.vegas, or Tweet @baconboystruck.

take back july 1:

NEW METRO CHAMBER-OFFERED HEALTH PLANS OFFER SIGNIFICANT SAVINGS AND AN EARLY RENEWAL DATE

T

he Metro Chamber is now providing new, highly competitive health plan options for small group employers with 2-50 full-time employees. Prominence Health Plan, formerly Saint Mary's Health Plans, recently launched new rates effective July 1, 2015 – meaning Chamber members no longer have to wait until December 1 to renew their health plan. **Prominence**

Health Plan has significantly lowered rates on both HMO and PPO plans, with some HMO plans providing savings of up to 10 percent from other carriers, making them very competitive in the marketplace. This translates into significant premium savings for small businesses coupled with the peace of mind knowing an earlier effective date has been established.

Some of the benefits of these plans include:

- **Avoid the rush** - Return to a renewal date as early as July 1, thereby avoiding the hassle of holding employee open enrollment meetings during the holidays when time is at a premium and the need to make a quick decision can be difficult.
- **Save money now** – Enjoy savings of premium dollars up to six months earlier than expected. You don't have to wait until the end of the year to take advantage of reduced premium costs.
- **Trusted providers** - Prominence Health Plan HMO uses the Health Care Partners provider network.
- **Travel with peace of mind** – Prominence Health Plan PPO plans uses a custom First Health Network that includes 5,000 hospitals and 550,000 physicians throughout the U.S.
- **Easy access** – More than 20 urgent care locations in the Las Vegas Valley.
- **Free basic labs** - Standard laboratory services at no charge on HMO plans (some restrictions apply).
- **Only one deductible** - Surgeon, facility and anesthesia charges are all inclusive, meaning that patients incur just one cost for all on ER, urgent care, out and inpatient services.
- **Stay at home** - Convenient TeleHealth services available through StatDoctors starting in the third quarter.
- **Choice of plans** - Employers with five or more enrolled employees may offer up to five plans from which employees can choose.

Metro Chamber member employers can receive instant quotes online for Prominence Health Plan by visiting ChamberHealthOptions.com. Participating member brokers are listed in a drop down box when requesting a quote, so members can keep their existing broker relationship. If a health insurance professional is not listed or a member does not currently have an agent, contact Chamber Health Options at 855.676.6863 or request a quote online by clicking on "Small Business" at ChamberHealthOptions.com.

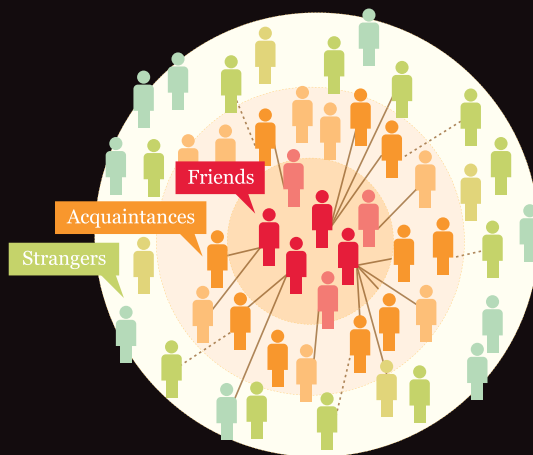
Metro Chamber members are beginning to discover and enjoy many new benefits that the Chamber introduced to its members on April 1. These exciting, yet practical perks and discounts help members save money on normal business expenditures, find competitive rates on a variety of necessary insurance products, invest in new marketing packages that are second to none in providing brand exposure at reasonable cost, and discover the value of their entire Chamber membership investment and experience. All perks and discounts are found in the Members Only Portal and are available exclusively to Metro Chamber members and their employees. Visit LVChamber.com for more information.

Market Yourself.

The only sustainable advantage one real estate agent has over another is his or her personal brand.

The strength of your personal brand will determine how many referrals you get, listings you can convert, and, ultimately, homes you transact. Your personal brand is built through your relationships with friends, acquaintances, and strangers.

By Design Publishing offers personal branding solutions to reach each of these primary audiences.



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PUBLISHING

Stand Out with Your Own Personalized Magazine.

Publishing your very own personally branded magazine is easy with our turnkey marketing program.

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mgm women's leadership conference:

POWER, INSPIRATION AND STRATEGY



By Jim Murren
Chairman and CEO,
MGM Resorts International

In 2007, MGM Resorts International partnered with community organizations and Las Vegas businesses to create an event that has evolved to the Women's Leadership Conference. This year's conference is July 13 and 14, at MGM Grand Las Vegas.

The idea behind the conference – or WLC – is to provide women and their colleagues with an enrichment experience that will help them advance in their professional roles. A nonprofit event, we view WLC as an opportunity to enrich our communities and pay it forward to the organizations in our communities who support the growth and resilience of girls and women. All proceeds collected from the conference, after costs, are donated.

After last year's conference, \$30,000 was donated to WestCare Nevada's Women and Children's Campus, a place that provides a variety of services to women and families including counseling and substance abuse treatment, health education and wellness, transitional housing, and more.

Why a conference to further develop gender diversity and leadership?

According to the U.S. Department of Labor, women are a powerful demographic in the U.S. workforce. In 2010, they comprised 46.8 percent of the total U.S. labor force. They are also expanding their roles, taking on more leadership and entrepreneurial opportunities. In recent years, women-owned businesses have become a major force in the U.S. economy; since 2007, they have employed 7.6 million workers and reported \$1.2 trillion in sales.

Last year's conference drew a record crowd with more than 900 people attending, signifying that communities and their women are seeking guidance on how to grow in their professional lives. As a testament, a large percentage of attendees return yearly to network, receive training, and attend workshops and keynote addresses that touch on topics that have a real and lasting impact on their careers.

This year, again, we have incredible workshops touching on personal branding, innovation in the workplace, creating a strategic career plan, making the right impression and more. In addition, we'll also have a lineup of world class speakers, along with the type of great food and entertainment you would expect at an MGM Resorts resort.

When MGM Resorts adopted its diversity policy and program in 2000, it became an essential business paradigm for success in the modern global economy. It also provided us with an opportunity to do further good. In this way, WLC provides an opportunity to have a positive impact on women and their personal and professional lives.

As we continue to expand globally, diversity is playing a larger role than ever. A company cannot succeed on the global landscape today – forming partnerships and operating around the world – unless it embraces diversity. While there is still much to do, we are proud that more than 60 percent of our employees represent minorities and more than one third of our senior leaders – and climbing – are women. Forty three percent of our management ranks are women. MGM Resorts was the first company to promote a woman, Renee West, to president of a Las Vegas Strip resort.

Through the WLC, we hope to amplify on the stories and experiences of successful women leaders as they serve as a guide to other women, and the companies who are enlightened and looking for ways to better engage their workforce, while enriching their communities.

I hope that you will mark your calendar, and join us at the Women's Leadership Conference.



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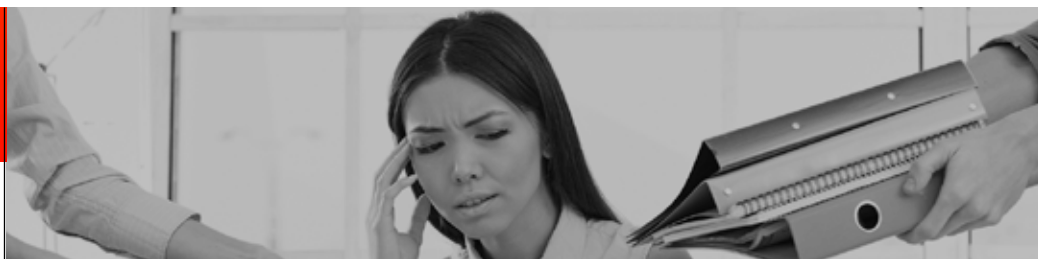
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June 24

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For more information, visit
VegasYP.com.



with the good, comes the bad

By Arlene Samona, Personal Banker, US Bank | VYP Community Outreach Committee

The trials of leadership are the burdens that come along with being a leader. We are all leaders in some aspect of our lives. When you think of a leadership figure, you think of someone who is loved, honorable and someone that is idolized or admired. From the outside perspective, it may seem as if the leader has it good, made even, but as cliché as it sounds, with the good, comes the bad.

The pressure that comes along with greatness is overlooked and not given enough credit in forging great leaders. The fact that you are never off the clock once you are identified as a leader or role model can actually work against you. Constant magnification of your actions and criticism can cause mental health issues such as anxiety and depression, which could be a major factor in any negative actions in the future.

To be a good leader, one must have a balance in life and a strong foundation with support. There will always be a party that may feel some sort of threat or inferiority to the other party who is excelling and leading in their position. This is where leadership characteristics' true colors are shown. A good leader shall always hold their level of professionalism in all situations, good or bad, which births the potential for despair...

The obligation to represent all brands and affiliations respectfully and resiliently at all times, even when pride is tested or insults are made can get tough. Sometimes you just want to rebel and let out anger and frustration by reacting without thought, but you cannot do so without paying some sort of a price. Is it worth the risk? Consider applying the cost-benefit analysis to evaluate those situations that arise in life. In the long-term, you will probably ward off avoidable losses.

As young professionals, I am sure there are many that have struggled with crossing the bridge to adulthood and letting go of risky behaviors to help eliminate liabilities and the chances of jeopardizing any opportunities. Cultivating a community of trusted peers and participating in programs that strengthen your leadership acumen all help to develop a foundation upon which you can draw. Be cognizant of the stains of leadership.

Celebrating mini successes will help keep a work life balance and the motivation to keep pushing forward, using your strengths to lead fearlessly, respectfully, and with passion. Doing what is right and good work ethic will naturally build confidence in your performance and balanced risk as a leader.



fusion
mixer
@
hyde bellagio



VYP members were treated to impressive views of the Bellagio fountains as they celebrated intra- and entrepreneurship at the May Fusion Mixer at Hyde Bellagio. *Photo credit: VegasInc. and Tek Le.*

the final word

MAY ACCOMPLISHMENTS

M

May was a month of connecting, education and business growth for Metro Chamber members. In addition to introducing new ways for members to engage, save money and expand their networks, the Metro Chamber hosted several high-profile events and continued its advocacy efforts during the final weeks of the regular legislative session in Carson City. Take a look at what the Metro Chamber accomplished in May:

- Introduced new email and event management savings benefits of up to 25 percent from Constant Contact.
- Launched convenient, personal and affordable access to H2U Health Centers, featuring onsite lab work and generic medications, telemedicine options, chronic condition management, acute and preventive care, and much more.
- Introduced the Chamber Call-In, a webinar series for all members to discuss local policy issues affecting Southern Nevada and get answers from industry experts.
- Held Eggs & Issues featuring U.S. Congresswoman Dina Titus, where members were given the opportunity to get valuable information about federal legislation and ask questions.
- Hosted the first Member Benefits 101 webinar series, which focused on how to take advantage of the special services and shipping discounts that UPS offers to Metro Chamber members.
- Testified on nearly 50 bills before the Nevada State Legislature, including tort reform measures, transportation extensions and federal grant bills.
- Collaborated with the *Las Vegas Review-Journal* for a NewsFeed breakfast series featuring drone and unmanned aerial vehicle systems experts discussing the potential growth of the industry in Southern Nevada.
- Partnered with the Las Vegas Convention and Visitors Authority Host Committee for National Travel and Tourism Week by attending Rally Day at the LINQ and advocating for the travel and tourism industry in Las Vegas.
- Mixed and mingled with fellow Metro Chamber members and welcomed new member Four Points by Sheraton at Business After Hours.
- Assembled the new leaders of the Valley's media outlets for the Business Power Luncheon to discuss the future of the industry and get the latest perspectives on media in Southern Nevada.
- Joined with the Las Vegas Convention and Visitors Authority to honor more than 1,000 employees at the Customer Service Excellence Breakfast Ceremony in recognition of their outstanding service to the residents and visitors of Las Vegas.



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